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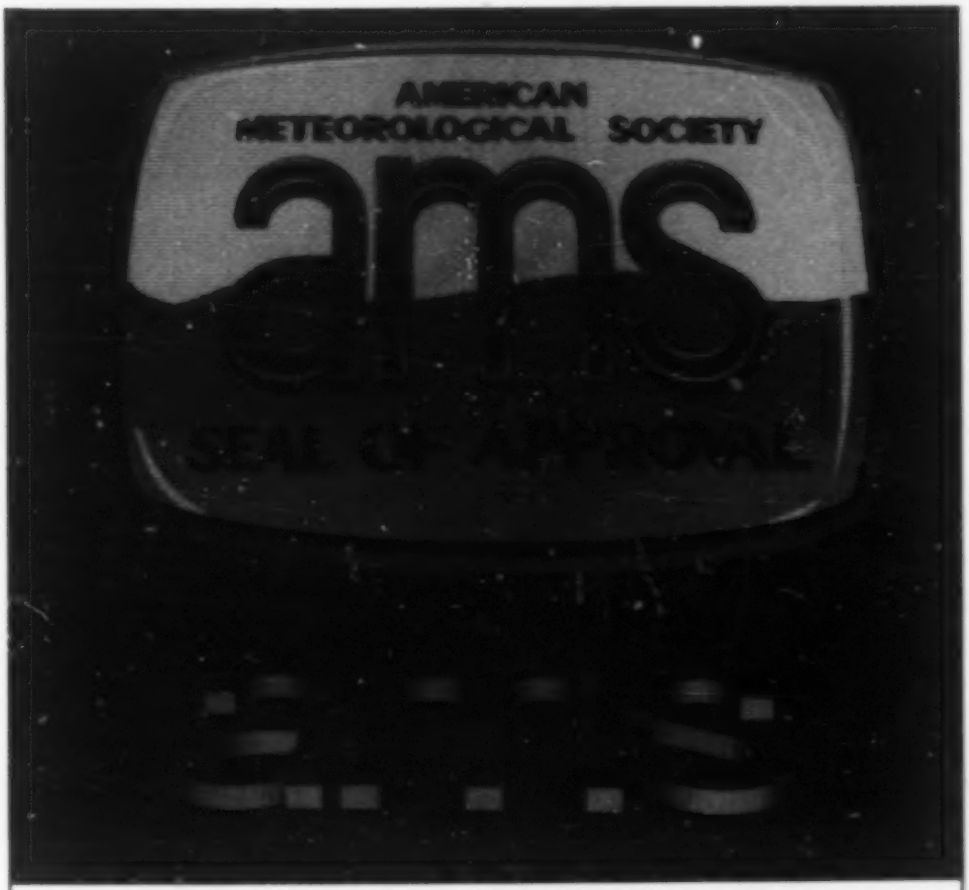
The Fifth Estate

Broadcasting 4 May 6



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Sixth Year 1985

The Top 100

Vol. 108 No. 18

Broadcasting May 6

Murdoch, Davis and Fox move to buy Metromedia
CBS purchases Taft/Gulf radio stations
The top 100 companies of the Fifth Estate

ANOTHER DEAL □ Metromedia working on deal to sell most of its television stations to group lead by Rupert Murdoch, Marvin Davis and 20th Century Fox. **PAGE 39.**

RADIO PURCHASE □ CBS buys Taft/Gulf radio properties for some $100 million. **PAGE 40.**

INSIDE BID □ Multimedia management details recapitalization for company as one bidder for company drops out. **PAGE 41.**

MAKING HEADWAY □ Intelsat makes progress on Hill in its fight on separate systems issue. **PAGE 43.**

CRT NEWS □ CRT Chairman Hall comes under congressional fire at oversight hearing for her role in publication of controversial book. **PAGE 44.**

ON THE BOARD □ NBC announces prime time schedule for 1985-86 season. **PAGE 46.**

TOP 100 □ BROADCASTING's annual roundup of the top 100 companies in electronic communications ranks Fifth Estate companies by revenue and by its own Electronic Communications Index. **PAGE 49.**

PRIME CONCERNS □ Reworking schedule to get out of third place is high on list of concerns as ABC affiliates prepare for annual meeting. **PAGE 54.**

FAVORITE TARGET □ Many syndicators are developing specialty shows for late-night fringe, many of them comedies. **PAGE 58.**

RF LOOK □ EPA and FCC officials to test RF radiation leakage at Seattle antenna farm. **PAGE 66.**

GROWING PAINS □ Rapid expansion in number of convention exhibitors is causing problems for NAB. **PAGE 66.**

SWAP TALK □ FCC proposal for UHF-VHF swap for public broadcasters comes under fire from Democrats in Senate Commerce Committee. **PAGE 70.**

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POOL PROBLEMS □ First test of pool arrangement for war exercise wasn't perfect, but participants vow to work out problems. **PAGE 76.**

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SAIGON REVISITED □ *Nightline* telecast originating from Ho Chi Minh City had its share of problems. **PAGE 80.**

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LOOKING AHEAD □ AWRT's Jean Anwyll ready to open annual convention, which looks to 21st century. **PAGE 95.**

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The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

ABC □ Adams-Russell □ Affiliated Publications □ Ally & Gargano □ American Express □ American Family □ Anixter Brothers □ Arvin Industries □ Avnet □ BBDO □ A.H. Belo □ Burnup & Sims □ CBS □ Capital Cities □ Centel □ Cetec □ Chris-Craft □ Coca-Cola □ Comcast □ Communications Satellite □ Compact Video □ Conrac □ Control Data □ Cox Communications □ Disney □ Dow Jones □ Doyle Dane Bernbach □ Dun & Bradstreet □ Eastman Kodak □ Foote Cone & Belding □ Gannett □ GenCorp □ General Electric □ General Instrument □ Graphic Scanning □ Gray Communications □ Grey Advertising □ Gulf + Western □ Gulf Broadcast □ Harris Corp.□ Heritage Communications □ Interpublic Group □ JWT Group □ Jefferson-Pilot □ John Blair □ Josephson International □ Knight-Ridder □ LIN Broadcasting □ Lee Enterprises □ Liberty Corp. □ Lorimar □ M/A-Com □ MCA □ MGM/UA □ MTV Networks □ Maclean Hunter □ Malrite □ McGraw-Hill □ Media General □ Meredith □ Motorola □ Multimedia □ New York Times □ North American Philips □ Oak Industries □ Ogilvy & Mather □ Orion Pictures □ Park Communications □ RCA □ Reeves Communications □ Rogers Cablesystems □ Rollins Communications □ Scientific-Atlanta □ Scripps Howard □ Selkirk □ Signal Companies □ Sony □ Stauffer Communications □ Storer Communications □ Taft Broadcasting □ Tektronix □ Tele-Communications □ Telepictures □ Texscan □ 3M □ Time Inc. □ Times Fiber □ Times Mirror □ Tribune Broadcasting □ Turner Broadcasting □ United Cable Television □ United Television □ Varian □ Viacom International □ Warner Communications □ Washington Post □ Western Union □ Westinghouse □ Wrather □ Zenith

Special Report

Flourishing year for Fifth Estate companies

BROADCASTING's annual ranking finds most companies posting revenue and earnings improvements over 1983; GE heads revenue list, ABC captures top position on Electronic Communications Index

1984 was a good year for the Fifth Estate. It was an especially good year for owners of broadcast properties, cable systems or advertising agencies, an improved year for most hardware suppliers, and a difficult year for some of the largest entertainment software companies. Overall, the public companies surveyed in BROADCASTING's annual Top 100 Companies in Electronic Communications ranking tallied revenues of $184 billion, a 12% increase over 1983. Total net profits for the industry grew 20% to $10.5 billion, for an overall profit margin of 6%.

Fifth Estate companies outperformed broader indices. Their healthy totals compare with a *Forbes* 500 revenue increase of 5½%, a profit increase of 6% and a profit margin of 5.3%. The Top 100 numbers were also greater than the 1984 gross national product rise of 10.8% and inflation, which was roughly 4%.

BROADCASTING's Top 100 are publicly traded networks, group owners, MSO's, and companies that provide programing, advertising, ratings, syndication, equipment, post-production and other services. The list also includes companies engaged in satellite master antenna television, subscription television, direct broadcast satellite, multipoint distribution service, teletext, videotex and low-power television businesses.

The companies are ranked by total revenue. Figures are based on calendar-year reports. When fiscal years were different, figures most closely approximating the calendar year were used. Revenue figures are based on continuing operations, after extraordinary items. BROADCASTING has also assigned each company an Electronic Communications Index (ECI) rank and percentage (the percentage of revenues contributed by its communications interests). The ECI is derived from a variety of sources: estimates by company officials, securities analysts or BROADCASTING's own computations.

The ECI rankings were led by ABC (15th in revenues) at $3.4 billion. ABC was followed by CBS (12th) with $2.7 billion; RCA (fifth) with $2.4 billion; Time (16th) with $1.3 billion; Westinghouse (fourth) with $1 billion; Cox Communications (45th) with $683,000,000; Storer Communications (51st) with $537,000,000; Interpublic Group (47th) with $451,000,000; Harris Corp. (20th) with $438,000,000 and Tele-Communications Inc. (53d) with $449,000,000.

Leading the list in overall revenue is General Electric with $27.9 billion. American Express leapfrogged into second place with a 32% increase in revenue to $12.9 billion. It is followed in order by Eastman Kodak, Westinghouse, RCA, 3M, Coca-Cola and the Signal Companies. The sale by Getty Oil of its 80% interest in ESPN meant that company no longer qualified for the list, allowing room for a new occupant in the higher ranks. Motorola, which showed a 28% increase in revenue, moved from 13th last year to the number-nine spot. Rounding out BROADCASTING's top 10 was Sony.

General Electric takes in more than one of every eight Top 100 revenue dollars and more than one of every five Top 100 income dollars. The first 10 companies account for 56% of all revenue dollars among them, a 1% decline from 1983. The concentration is even higher on the income side where two of every three Top 100 income dollars lands in the coffers of the top 10 companies. That is a 5% increase over the previous year. Among the first 25 companies, $8 of every $10 in revenue goes to them as does $8 of every $10 in income.

The growing wave of group owners and MSO's being taken private removed at least four companies from last year's ranks. Those no longer on are Metromedia (50th on last year's list), Wometco (just behind it at 51) and Harte-Hanks (last year, 56), which left due to leveraged buyouts, and Post Corp. (90 last year), which was purchased by the Nashville, Tenn.-based Gillette Group. SFN Companies, of Glenview, Ill., never made it on the list, having quickly assembled a group of stations before it went private in January. Even though it was sold, A.C. Nielsen Co. (43d last year) in effect remained on the list since it was bought by Dun & Bradstreet (19).

There were plenty of new entries waiting to take the places of departing companies. Avnet (26), a New York-based electronics manufacturer, was added to the list as was Centel (42) a Chicago-based provider of telephone, cable television and electrical services. The Greenville, S.C.-based Liberty Corp. (62), owner of Cosmos Broadcasting Co., made it this year. Companies that have recently gone public and were added to the list include: Ally & Gargano (77), MTV Networks (88), Park Communications (90) and Malrite Communications (96). Burbank, Calif.-based Compact Video registered a 31% increase in revenue, enabling it to join this year's list at 97.

Compared to 1983, when 17 of the Top 100 companies reported reduced revenue, last year's figures found only six companies bringing in less money than the year before. For the Top 100, the average revenue gain was 12%. Revenue changes in some cases came about because of purchases and divestitures. On the positive side, A.H. Belo's purchase of the Corinthian stations from Dun & Bradstreet accounts for a significant portion of its 46% revenue increase reported in 1984. Taft Broadcasting's 15% decrease in revenue for the year can be attributed to its divestiture of several theme parks.

Increased advertising expenditures, including those occasioned by the Olympics and the elections, helped group owners and mixed media companies register double-digit revenue gains, virtually without exception. The extra revenue in most cases more than covered increased costs, and a survey of group owners and mixed media companies showed that of 19 such companies, 15 showed better profit margins than the year before. Large advertising agencies also showed healthy double-digit profit percentage increases.

Showing the highest profit margins in the Top 100 were Taft Broadcasting (19.8%); LIN Broadcasting (17%); Centel (15.5%); Scripps Howard Broadcasting (15.4%); A.H. Belo (15.3%); Capital Cities Communications (14.4%); Lee Enterprises (14.1%); Dow Jones (13.4%); Park Communications (13.2%), and Jefferson-Pilot (12.2%).

Total income found General Electric first with $2.3 billion; Eastman Kodak ($923 million); 3M ($723 million); Coca-Cola ($629 million); American Express ($610 million); Westinghouse ($536 million); Motorola ($387 million); Signal Companies ($301 million); Sony ($292 million), and Dun & Bradstreet ($253 million).

While the overall profit picture improved—the average earnings increased by 20%—there were still almost as many companies showing reduced earnings or increased losses (25 versus 27 the previous year) and two more companies that actually reported losses (nine versus seven). Large production companies had a conspicuous presence among the bigger firms experiencing difficulty. Warner Communications (21) reported a bigger loss ($586 million) than in 1983; while Disney (24) had an earnings drop of 60%; MCA's (28) dropped 35%, and MGM/UA's (47) dropped 40%.

The Top 100 chart appears on pages 50-53. ■

TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP

TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP

	Company	Revenues (000) 1984	1983	% change
1.	General Electric	27,947,000	26,797,000	4
2.	American Express	12,895,000	9,770,000	32
3.	Eastman Kodak	10,600,000	10,170,000	4
4.	Westinghouse	10,264,500	9,532,600	8
5.	RCA	10,111,600	8,977,300	13
6.	3M	7,705,000	7,039,000	9
7.	Coca-Cola	7,364,000	6,829,000	8
8.	Signal Companies	6,005,000	6,062,000	-1
9.	Motorola	5,534,000	4,328,000	28
10.	Sony	5,149,167	4,534,779	14
11.	Control Data	5,026,900	4,582,800	10
12.	CBS	4,924,872	4,396,229	12
13.	North American Philips	4,325,900	3,799,800	14
14.	Gulf + Western	4,223,000	4,243,018	†
15.	ABC	3,707,713	2,948,849	26
16.	Time Inc.	3,067,000	2,717,000	13
17.	Times Mirror	2,771,320	2,478,533	12
18.	GenCorp	2,727,062	2,517,272	8
19.	Dun & Bradstreet	2,397,333	2,060,477	16
20.	Harris Corp	2,187,729	1,809,000	21
21.	Warner Communications	2,023,513	1,723,209	17
22.	Gannett	1,960,196	1,703,600	15
23.	Tribune	1,794,436	1,586,526	13
24.	Disney	1,780,300	1,339,374	33
25.	Zenith	1,716,000	1,361,300	26
26.	Avnet	1,714,595	1,383,192	24
27.	Knight-Ridder	1,664,679	1,471,050	13
28.	MCA	1,651,242	1,584,539	4
29.	Tektronix	1,419,872	1,208,759	17
30.	McGraw-Hill	1,401,778	1,296,175	8
31.	Western Union	1,333,978	1,044,829	28
32.	New York Times	1,229,580	1,091,302	13
33.	Jefferson-Pilot	1,035,362	987,229	5
34.	General Instrument	1,017,700	974,317	4
35.	Washington Post	984,303	877,714	12
36.	Dow Jones	965,620	866,437	11
37.	Capital Cities	939,722	762,295	23
38.	Varian	928,700	760,300	22
39.	Maclean Hunter	902,656	634,104	42
40.	John Blair	842,438	414,317	103
41.	American Family	823,600	703,500	17
42.	Centel	796,942	719,886	11
43.	Arvin Industries	781,986	600,605	30
44.	M/A-Com	768,449	637,279	21
45.	Cox Communications	742,855	614,623	21
46.	MGM/UA	685,600	711,130	-4
47.	Interpublic Group	644,393	603,044	7
48.	Anixter Brothers	636,668	541,926	18
49.	Media General	547,661	507,784	8
50.	Storer Communications	536,824	458,871	17

Notes: NM means not meaningful. † indicates percentage figure less than 0.5.

100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100

Earnings (000) 1984	1983	% change	Profit margin %	Earnings per share	P/E ratio	ECI %	ECI rank
2,280,000	2,024,000	13	8	5.03	12.05	1	46
610,000	515,000	18	5	2.79	16.59	2	26
923,000	565,000	63	9	5.71	11.65	2	35
535,900	449,000	19	5	3.04	10.24	10	5
246,400	148,300	66	2	2.15	20.12	24	3
733,000	667,000	10	10	6.27	12.72	4	21
629,000	558,000	13	9	4.76	14.50	5	13
301,000	113,000	166	5	2.65	13.58	4	31
387,000	244,000	59	7	3.27	9.71	7	12
291,555	121,596	140	6	1.26	13.39	6	20
83,200	161,700	-49	2	2.15	14.01		63
212,353	187,198	13	4	7.15	15.10	55	2
130,500	95,700	36	3	4.53	8.64	5	33
186,800	159,800	17	4	3.43	11.30	7	22
195,332	159,834	22	5	6.71	15.95	91	1
216,000	169,000	28	7	3.37	16.06	41	4
232,703	199,580	17	8	3.38	14.35	4	57
7,210	72,413	-90	0	0.33	136.36	6	40
252,716	187,900	34	11	3.33	22.75	5	53
90,641	63,800	42	4	2.17	11.64	20	10
(586,099)	(417,803)	NM	-29	(9.73)	-2.93	17	16
223,934	180,500	24	11	2.80	21.07	11	34
103,043	69,267	49	6	2.55	17.35	18	17
44,931	110,556	-59	3	3.65	21.64	4	79
63,600	46,300	37	4	2.88	7.03	11	38
78,800	76,343	3	5	2.21	13.91	†	100
140,810	119,435	18	8	2.15	15.70	4	80
94,937	147,160	-35	6	1.96	27.10	25	11
131,540	48,311	172	9	6.84	8.48	18	27
144,171	126,478	14	10	2.86	16.04	6	70
(73,795)	(66,875)	NM	-6	(3.04)	-2.88	10	51
100,169	78,668	27	8	2.53	18.23	5	83
126,559	96,367	31	12	3.98	9.67	7	78
32,664	184,966	-82	3	1.04	16.59	34	15
85,886	68,394	26	9	6.11	18.78	14	49
129,140	114,224	13	13	2.01	20.77	9	69
135,193	114,704	18	14	10.40	21.27	37	14
59,900	44,900	33	6	2.72	11.31	11	62
49,205	30,771	60	5	1.35	17.96	21	37
10,469	18,306	-43	1	1.31	16.60	18	44
43,100	31,300	38	5	2.16	13.08	4	91
123,406	113,259	9	15	4.42	9.22	8	82
30,226	18,338	65	4	2.59	7.53	4	92
38,200	31,430	22	5	0.90	21.25	30	32
87,292	77,950	12	12	3.09	24.31	92	6
25,431	42,364	-40	4	0.50	26.25	13	67
32,794	25,380	29	5	3.03	1.40	70	8
17,242	11,932	45	3	0.94	14.89	40	28
39,760	35,907	11	7	5.60	14.64	18	64
(16,742)	(39,673)	NM	-3	(1.02)	-73.41	100	7

TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP

	Company	Revenues (000) 1984	1983	% change
51.	JWT Group	518,924	460,230	13
52.	Meredith	465,000	436,216	7
53.	Tele-Communications	449,416	347,267	29
54.	Communications Satellite	442,297	440,418	†
55.	Ogilvy & Mather	439,178	358,395	23
56.	Scientific-Atlanta	423,200	326,567	30
57.	Taft Broadcasting	375,400	443,581	-15
58.	A.H. Belo	354,245	242,556	46
59.	Affiliated Publications	343,836	293,806	17
60.	Oak Industries	333,244	320,172	4
61.	Viacom	320,366	315,577	2
62.	Liberty Corp.	318,042	294,338	8
63.	Lorimar	310,738	218,054	43
64.	BBDO	305,269	263,999	16
65.	Multimedia	304,361	269,720	13
66.	Josephson International	295,130	185,528	59
67.	Rogers Cablesystems	294,779	250,561	18
68.	Turner Broadcasting	281,732	224,532	25
69.	Foote Cone & Belding	267,646	225,483	19
70.	Reeves Communications	226,436	219,984	3
71.	Doyle Dane Bernbach	217,300	202,243	7
72.	Grey Advertising	204,007	161,992	26
73.	Burnup & Sims	192,501	164,013	17
74.	Lee Enterprises	190,009	172,557	10
75.	Orion Pictures	188,300	158,558	19
76.	Selkirk	184,115	149,324	23
77.	Ally & Gargano	182,871	174,067	5
78.	LIN Broadcasting	170,342	122,347	39
79.	Chris-Craft	170,000	105,631	61
80.	United Cable Television	155,700	115,302	35
81.	Conrac	154,284	141,136	9
82.	Graphic Scanning	141,000	114,455	23
83.	Heritage Communications	128,788	105,972	22
84.	Times Fiber	124,405	136,940	-9
85.	Scripps Howard	117,985	100,631	17
86.	Wrather	111,008	102,101	9
87.	Adams-Russell	109,663	91,883	19
88.	MTV Networks	109,543	49,801	120
89.	Telepictures	106,756	71,135	50
90.	Park Communications	106,398	93,897	13
91.	Stauffer Communications	104,901	88,165	19
92.	Comcast	103,007	84,437	22
93.	Rollins Communications	93,102	80,221	16
94.	Gulf Broadcast	86,927	74,639	16
95.	Texscan	80,385	84,025	-4
96.	Malrite	76,974	46,887	64
97.	Cetec	75,663	72,812	4
98.	United Television	75,240	56,136	34
99.	Compact Video	43,105	32,789	31
100.	Gray Communications	40,444	38,951	4

Notes: NM means not meaningful. † indicates percentage figure less than 0.5.

100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100

Earnings (000) 1984	1983	% change	Profit margin %	Earnings per share	P/E ratio	ECI %	ECI rank
20,478	17,579	16	4	2.24	13.73	55	24
40,642	38,551	5	4	4.30	14.42	23	60
16,982	15,967	6	4	0.38	74.01	100	9
51,165	50,051	2	12	2.83	11.35	1	99
25,838	17,800	45	6	2.76	14.49	73	18
13,238	370	3478	3	0.43	27.33	60	29
74,338	37,190	100	20	4.71	14.12	38	45
54,141	31,225	73	15	4.67	10.68	45	41
27,350	22,228	23	8	2.24	20.09	12	88
(95,524)	(65,555)	NM	-29	(9.13)	-0.21	16	86
30,597	28,129	9	10	2.27	18.50	100	19
18,584	17,640	5	6	1.83	16.94	25	73
26,529	10,899	143	9	3.52	9.77	86	25
22,644	18,055	25	7	3.57	13.45	60	39
33,688	35,174	-4	11	2.02	28.96	47	46
(2,573)	5,124	NM	-1	0.10	90.00	7	94
(16,332)	(14,083)	NM	-6	(0.86)	-8.50	100	23
5,075	3,357	51	2	0.25	87.00	90	30
16,807	7,078	137	6	4.71	11.94	77	36
(5,395)	3,871	NM	-2	(0.43)	-23.26	34	74
8,678	7,369	18	4	1.51	14.24	51	58
10,220	8,026	27	5	16.02	11.05	64	52
10,082	(4,679)	NM	5	1.12	7.92	34	81
26,749	22,774	17	14	1.95	19.36	26	87
4,960	7,618	-35	3	0.31	34.27	50	65
17,364	7,780	123	9	1.68	14.36	63	56
1,135	2,242	-49	1	0.51	22.55	73	50
29,088	23,528	24	17	1.31	20.99	93	42
(11,241)	6,371	NM	-7	0.70	66.43	70	54
1,466	(30,419)	NM	1	0.65	57.31	100	43
13,013	6,985	86	8	2.12	6.49	8	96
(25,825)	19,371	NM	-18	(0.61)	-8.40	100	47
6,561	5,353	23	5	0.65	24.81	44	84
(1,050)	5,185	NM	-1	(0.11)	-88.64	75	66
18,158	17,558	3	15	1.76	20.45	100	55
(22,724)	(1,480)	NM	-20	(3.31)	-6.23	5	97
7,820	6,617	18	7	1.28	23.34	37	89
11,907	(12,291)	NM	11	0.78	32.53	100	59
9,315	6,057	54	9	1.28	17.77	96	61
14,053	11,180	26	13	1.53	23.53	52	85
6,066	4,755	28	6	6.07	8.57	18	95
12,173	9,025	35	12	0.96	27.86	80	72
10,209	12,625	-19	11	0.69	32.07	90	71
7,730	6,261	23	9	0.18	82.64	100	68
417	6,677	-94	1	0.06	562.50	95	76
2,468	5,088	-51	3	0.30	55.00	100	75
1,961	1,415	39	3	0.86	7.85	7	98
(2,870)	7,294	NM	-4	(0.26)	-81.73	100	77
(6,097)	491	NM	-14	(0.61)	-7.38	89	90
2,830	2,282	24	7	5.65	15.04	66	93

first-run syndicated strips for late night, Embassy is selling 100 half-hours of *Tales of the Unexpected*, a mystery series modeled loosely on *Twilight Zone* and *Alfred Hitchcock Presents*. Each episode features a guest star, is written by a recognized mystery writer and is "self-contained" (leading into no other episode). The show may be stripped or used in other scheduling arrangements and is produced by Anglia Television Ltd. *Tales* is being sold on a cash basis, "basically for six runs," according to Barry Thurston, Embassy vice president of domestic syndication. Forty episodes, handled by J. Walter Thompson, originally appeared in 1979.

Thurston says late-night fringe can be a problematic market, and he hesitates to call program development for the time period a "trend." A particular problem, he says, exists because viewers are tired after a hard day's work and "make up their minds faster" and therefore change channels faster.

Richard C. Coveny, president of Blair Entertainment, which looked at late-night fringe programing at the recent MIP-TV convention in Cannes, said late night for first-run distributors has its own special problems. "There's not much time open," he said, adding that HUT levels are also lower. On top of that, Coveny says the late-night market is jammed with off-network series, making large production costs prohibitive. Better opportunities for first-run productions, he believes, exist in daytime and early fringe time periods. "It's a scary venture."

"This is an area where a lot of people have been sniffing around," Shapiro says. "Some are willing. . . but some just talk big." Many are willing to run a *Mary Hartman*, he says, but few are willing to risk the money.

If few may be willing to risk money on first-run projects for the time period, overall interest in programing for the period cannot be doubted. In fact, some affiliates are preempting their own networks' programing for "greener pastures" in late-night fringe.

According to one program representative looking at information from the Arbitron ratings for February, in the top 75 markets, 21 CBS affiliates pre-empted or delayed the network's programing in Eastern and Pacific zones; 12 ABC affiliates similarly pre-empted or delayed in those zones. In central and mountain time zones, 22 CBS affiliates did not follow network suit, and the same number did not follow with ABC.

CBS will not accept anything more than a half-hour delay, according to Scott Michaels, vice president of affiliate relations at CBS. "In the past year, more delay requests have come in than in the past," he said. Michaels said he did not think delay requests would escalate, because late night programing through a network is "the best deal you can get from a network."

Because NBC forbids taped delay of the *Tonight* show, three NBC affiliates who might otherwise delay the broadcast, preempt it all together.

At WMAR-TV Baltimore, Arnold J. Kleiner, vice president and general manager, said his station made the move on May 30, 1983. "I'm sorry it didn't work out. . . we want to be a good affiliate," he said. "NBC has been extremely understanding." WMAR made the switch to *Benson* because its news lead-in was being beaten by its competitors, principally in share. Kleiner said his news share has picked up since the switch was made, but as of the February Nielsen local sweeps, only by five share points. In the time period, WMAR-TV was competing against *M*A*S*H* and *Entertainment Tonight* on the competing network affiliates.

At WSMV(TV) Nashville, which also preempted the *Tonight Show*, president and general manager, David Kettenring, attributed his station's move to the overall programing orientation of his station. "What you do depends on your situation." WSMV's "biggest commitment is to news and local programing." But he also said the *Tonight Show* had "eroded over the years to the point where [WSMV] was making little to no money." A delay request to NBC was denied and the station now runs *Three's Company* and *Barney Miller* following its last newscast.

The third NBC affiliate that pre-empts *Tonight* is WTMJ-TV Milwaukee.

While just what will win, or even survive, in this so-called new television market remains to be seen, whether it is an opportunity for producers, distributors and stations alike is hardly in doubt.

"You're going to see a lot of efforts" in the late-night fringe area, says MMT's Shapiro. "A lot of people are saying, 'That's where we are going' [in first-run production]." □

CBS wins in first week of post-season play

In the first week following the regular prime time season, CBS took an unfamiliar place behind both of its competitors.

Based on Neilsen's national ratings index (NTI), NBC won the week with a 14.2 rating and a 24 share. ABC had a 13/22 and CBS had a 12.8/22.

NBC had four of the top five shows, with its first 90 minutes of its Thursday lineup—*The Cosby Show*, *Family Ties*, *Cheers*—finishing in first, second and fourth among the 71 shows.

In nightly wins, CBS took Monday on the strength of fifth place *Kate and Allie* (18.7/28) and eighth place *Newhart* (18/28). NBC won Tuesday, with *A Team* (19.9/32), which finished third, and Thursday.

ABC won on Wednesday, despite the fact that its schedule did not include *Dynasty*. That night, all three networks were knocked off course by a presidential address. ABC won Friday and Saturday, as well.

The *CBS Special Movie Presentation-Arthur the King*, replacing the entire CBS Friday schedule, finished 60th with a 9.5/17.

In its third week on the schedule, ABC's *Hail to the Chief* on Tuesday at 8 p.m. continued to slide from its premiere high of 22/32. It finished with a 26th place 14.8/23. Also in its third week, CBS's *Double Dare*, on Wednesday, which usually airs at 8 p.m. but was delayed this week because of the President's speech, did a 12/19.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	24.6/40
2.	Family Ties	NBC	21.4/34
3.	A Team	NBC	19.9/32
4.	Cheers	NBC	19.9/38
5.	Kate & Allie	CBS	18.7/28
6.	Crazy Like a Fox	CBS	18.3/29
7.	60 Minutes	CBS	18.1/36
8.	Newhart	CBS	18.0/28
9.	Miami Vice	NBC	17.6/32
10.	Murder, She Wrote	CBS	17.0/29
11.	Who's The Boss?	ABC	16.9/26
12.	Facts of Life	NBC	16.8/28
13.	Simon & Simon	CBS	16.7/28
14.	Riptide	NBC	16.6/28
15.	Trapper John, M.D.	CBS	16.4/28
16.	Night Court	NBC	16.4/28
17.	Mr. Belvedere	ABC	16.1/28
18.	Webster	ABC	16.0/29
19.	Benson	ABC	16.0/28
20.	20/20	ABC	16.0/28
21.	Scarecrow & Mrs. King	CBS	16.0/28
22.	Hotel	ABC	15.7/28
23.	Finder of Lost Loves	ABC	15.3/29
24.	Cagney & Lacey	CBS	15.2/26
25.	20/20, Wed.	ABC	15.0/30
26.	Johnny Carson Special	NBC	14.8/23
27.	Hail to the Chief	ABC	14.8/23
28.	TV Bloopers & Prac. Jokes	NBC	14.7/23
29.	Love Boat	ABC	14.6/26
30.	Scene of the Crime	NBC	14.5/24
31.	Highway to Heaven	NBC	14.5/23
32.	Off the Rack	ABC	14.2/25
33.	Hill Street Blues	NBC	13.8/21
34.	Fall Guy	ABC	13.7/21
35.	Hardcastle & McCormick	ABC	13.7/21
36.	Gimme a Break	NBC	13.6/25
37.	Remington Steele	NBC	13.6/24
38.	MacGruder & Loud	ABC	13.5/24
39.	TV Academy Hall of Fame	NBC	13.4/22
40.	Sara	NBC	13.4/22
41.	Brothers in Law/Braker	ABC	13.4/22
42.	St. Elsewhere	NBC	12.9/26
43.	Code Name: Foxfire	NBC	12.9/22
44.	Knight Rider	NBC	12.8/22
45.	Magnum, P.I.	CBS	12.8/21
46.	Three's a Crowd	ABC	12.8/21
47.	T.J. Hooker	ABC	12.3/23
48.	Foul-ups, Bleeps and Blunders	ABC	12.2/19
49.	Cover-Up	CBS	12.1/23
50.	Double Dare	CBS	12.0/19
51.	Hunter	NBC	11.9/22
52.	Marathon Man	ABC	11.4/19
53.	Diff'rent Strokes	NBC	11.3/23
54.	Games Mom Never Taught	CBS	11.1/18
55.	The Best Times	NBC	10.6/19
56.	Airwolf	CBS	10.3/19
57.	Me and Mom	ABC	10.2/19
58.	Honor, Duty—Vietnam	CBS	9.9/17
59.	Scarecrow & Mrs. King	CBS	9.7/16
60.	Arthur the King	CBS	9.5/17
61.	Jeffersons	CBS	9.5/15
62.	Punky Brewster	NBC	9.2/17
63.	Lucie Arnaz Show	CBS	9.2/15
64.	Wildside	ABC	9.0/15
65.	Ripley's Believe It or Not	ABC	8.7/17
66.	Charles in Charge	CBS	8.1/16
67.	Silver Spoons	NBC	7.9/16
68.	E/R	CBS	7.8/14
69.	Vietnam: 10 Years Later	NBC	7.7/15
70.	Eye to Eye	ABC	7.7/12
71.	Analysis—Reagan Speech	CBS	6.7/11

*Indicates premiere episode

to make changes in ant. sys. App. April 29.

■ KZZZ (92.7 mhz) Kingman, Ariz.—Seeks CP to change freq. to 94.7 mhz; change TL; change ERP to 25.226 kw, and change HAAT to 1,340.48 ft. App. April 24.

■ KERG (100.1 mhz) Garberville, Calif.—Seeks CP to change ERP to 51 kw and change HAAT to 2,517 ft. App. April 29.

■ WQPD (94.3 mhz) Lake City, Fla.—Seeks mod. of lic. to install new transmission sys. App. April 26.

■ WXLC (102.3 mhz) Waukegan, Ill.—Seeks mod. of lic. to install new aux. transmission line. App. April 26.

■ WZZY (98.3 mhz) Winchester, Ind.—Seeks mod. of lic. to change SL. App. April 23.

■ KROK (92.1 mhz) De Ridder, La.—Seeks mod. of CP to change SL to transmitter site. App. April 23.

■ KJAE (95.3 mhz) Leesville, La.—Seeks CP to make changes in ant. sys. and change HAAT to 328 ft. App. April 29.

■ KBYZ (96.5 mhz) Bismarck, N.D.—Seeks mod. of CP to change SL to 4303 W. Memorial Highway, Mandan, N.D. App. April 23.

■ KSDW (100.9 mhz) Sulpher, Okla.—Seeks mod. of lic. to move SL outside of community of lic. App. April 24.

■ WZGO (106.1 mhz) Philadelphia—Seeks mod. of lic. to install new ant. sys. App. April 23.

TV's

Accepted

■ WWAT (ch. 53) Chillicothe, Ohio—Seeks MP to change ERP to vis. 615 kw, aur. 61.5 kw; change ant., and change TL. App. April 23.

■ KXTL (ch. 40) Sacramento, Calif.—Seeks CP to change HAAT to 2,010 ft. App. April 25.

■ WKRG-TV (ch. 5) Mobile, Ala.—Seeks CP to install nontype-accepted aural transmitter exciter at licensed facility. App. April 24.

Actions

AM's

■ WCNN (680 khz) North Atlanta, Ga.—Granted app. to make changes in ant. sys. and change TL. Action April 23.

■ WJJN (1180 khz) Newburgh, Ind.—Granted app. to increase power to 1 kw. Action April 22.

■ WNDZ (750 khz) Portage, Ind.—Granted app. to change TL. Action April 23.

■ WQMR (1160 khz) Skowhegan, Me.—Granted app. to add night service with 1 kw; change freq. from 1150 khz to 1160 khz, and make changes in ant. sys. Action April 16.

■ WBGR (860 khz) Baltimore—Granted app. to make changes in ant. sys. Action April 23.

■ WBZE (1030 khz) Indian Head, Md.—Granted app. to make changes in ant. sys. Action April 23.

■ KJEL (1080 khz) Lebanon, Mo.—Granted app. to change freq. to 750 khz. Action April 23.

■ KTEK (1110 khz) Alvin, Tex.—Granted app. to increase power to 2.5 kw and make changes in ant. sys. Action April 16.

■ KWYZ (1230 khz) Everett, Wash.—Granted app. for aux. ant. authority at present TL. Action April 17.

■ KOJO (1210 khz) Laramie, Wyo.—Granted app. to change TL and reduce power to 10 kw, non-DA daytime. Action April 18.

FM's

■ KMLE (107.9 mhz) Chandler, Ariz.—Granted app. to change HAAT to 1,001 ft. Action April 23.

■ WZZY (98.3 mhz) Winchester, Ind.—Granted app. to change SL. Action April 24.

■ KFTS (101.7 mhz) Fort Scott, Kan.—Granted app. to charge HAAT to 328 ft. Action April 18.

■ *WINC (90.5 mhz) Worcester, Mass.—Granted app. to correct coordinates. Action April 24.

■ KLKS (95.3 mhz) Breezy Point, Minn.—Granted app. to change HAAT to 328 ft. Action April 23.

■ WHAY (105.5 mhz) Aberdeen, Miss.—Granted app. to change TL and change HAAT to 300 ft. Action April 18.

■ KRSN-FM (98.5 mhz) Los Alamos, N.M.—Granted app. to change TL; change ERP to 94.421 kw; change HAAT to 1,781 ft., and make changes in ant. sys. Action April 23.

■ WPLJ (95.5 mhz) New York—Granted app. to change ERP to 6.9 kw and change HAAT to 1,335 ft. Action April 18.

■ WYYY (94.5 mhz) Syracuse, N.Y.—Granted app. to install new transmission sys. Action April 24.

■ WDVE (102.5 mhz) Pittsburgh—Granted app. to change SL to 200 Fleet St., Fittsburgh. Action April 15.

■ WREI (98.3 mhz) Quebradillas, P.R.—Granted app. to change TL and change HAAT to 1,099 ft. Action April 24.

■ KKBH (93.3 mhz) Port Lavaca, Tex.—Dismissed app. to change ERP to 100 kw and change TL. Action April 11.

■ KPCB (102.3 mhz) Rockport, Tex.—Granted app. to change TL; change HAAT to 328 ft., and move SL outside community of lic. Action April 18.

■ *WJYJ (90.5 mhz) Fredericksburg, Va.—Dismissed app. to change ERP to 50 kw and change HAAT to 538 ft. Action April 17.

■ WJJR (98.1 mhz) Rutland, Vt.—Granted app. to install new transmission sys. Action April 24.

TV's

■ WDBB (ch. 17) Tuscaloosa, Ala.—Granted app. to change ERP to vis. 3,680 kw, aur. 368 kw; change HAAT to 2,215 ft., and change TL. Action April 22.

■ KUTP (ch. 45) Phoenix—Granted app. to change ERP to vis. 3,020 kw, aur. 302 kw; change HAAT to 1,792 ft., and change ant. Action April 19.

■ WJXT (ch. 4) Jacksonville, Fla.—Granted app. to change transmitter coordinates. Action April 18.

■ WTLV (ch. 12) Jacksonville, Fla.—Granted app. to change coordinates. Action April 18.

■ KUTF (ch. 32) Salem, Ore.—Granted app. to change HAAT to 842 ft.; change ant., and change TL. Action April 18.

■ WTGS (ch. 28) Hardeeville, S.C.—Granted app. to move main studio location outside community of lic. Action April 22.

■ WJWT (ch. 16) Jackson, Tenn.—Granted app. to change HAAT to 572 ft. Action April 18.

■ KSUZ-TV (ch. 15) Abilene, Tex.—Granted app. to change ERP to vis. 2,858 kw, aur. aur. 285.8 kw; change HAAT to 1,417 ft.; change ant., and change TL. Action April 18.

■ KRWY (ch. 11) Rawlings, Wyo.—Granted app. to change HAAT to 230 ft. and change ant. characteristics. Action April 19.

Summary of broadcasting as of March 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,778	170	4,948
Commercial FM	3,757	418	4,175
Educational FM	1,185	173	1,358
Total Radio	9,720	761	10,481
FM translators	789	444	1,233
Commercial VHF TV	539	23	562
Commercial UHF TV	370	222	592
Educational VHF TV	115	3	118
Educational UHF TV	182	25	207
Total TV	1,206	273	1,479
VHF LPTV	217	74	291
UHF LPTV	123	136	259
Total LPTV	340	210	550
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Call Letters

Applications

Call	Sought by
	New FM's
KFXZ	Maurice Broadcasting, Maurice, La.
*KJVS	Charity Educational Broadcasting Foundation, Baker, Ore.
*KOSJ	Temple Educational Broadcasting Foundation, Pendleton, Ore.
*KDTD	Caprock Educational Broadcasting Foundation, Plainview, Tex.
	Existing AM's
WSOL	WBOZ Gauthier and Rodriquez Radio Associates, San German, P.R.
WQSF	WMBG Richmond Radio Limited Partnership, Williamsburg, Va.
	Existing FM
WQSF-FM	WQKS Richmond Radio Limited Partnership, Williamsburg, Va.

Grants

Call	Assigned to
	New AM
KIDI	Valley Broadcasting Co., Gooding, Idaho
	New FM's
KKAC	King Country Broadcasters, Soldotna, Alaska
KAWA	Hualapai Broadcasters Inc., Kingman, Ariz.
WJDJ	Lenn R. Pruitt, Burnside, Ky.
KBJJ	Garamella Broadcasting Co., Marshall, Minn.
WMRL	MRLJ Enterprises, Rotterdam, N.Y.
WJBS	Juniata Broadcasting Co., Mifflintown, Pa.
KREH	Randy E. Henry, Sisseton, S.D.
	New TV's
KJML	Josie Moore, Hilo, Hawaii
*KETE	Educational Television of the Southwest Inc., Fort Worth
KABB	Alamo Broadcasting Corp., San Antonio, Tex.
WVGI	American Paradise Television Ltd., Charlotte Amalie, V.I.
	Existing AM's
WRRF	WITN Tar Heel Broadcasting System Inc., Washington, N.C.
WQKZ	WJDS Bolivar Broadcasting Service Inc., Bolivar, Tenn.
KRNN	KLLS KSDR Inc., Terrell Hills, Tex.
KZZU	KLHT Highsmith Broadcasting Co., Spokane, Wash.
	Existing FM's
WBRF	WBOB-FM Blue Ridge Radio Inc., Galax, Va.
WQKZ-FM	WQKZ Bolivar Broadcasting Service Inc., Bolivar, Tenn.
KZZU-FM	KZZU Highsmith Broadcasting Co., Spokane, Wash.
	Existing TV
KORC	KMTB Mount Baker Broadcasting Co., Anacortes, Wash.